



TheTombras Group
street smart marketing

Reaching Millennials

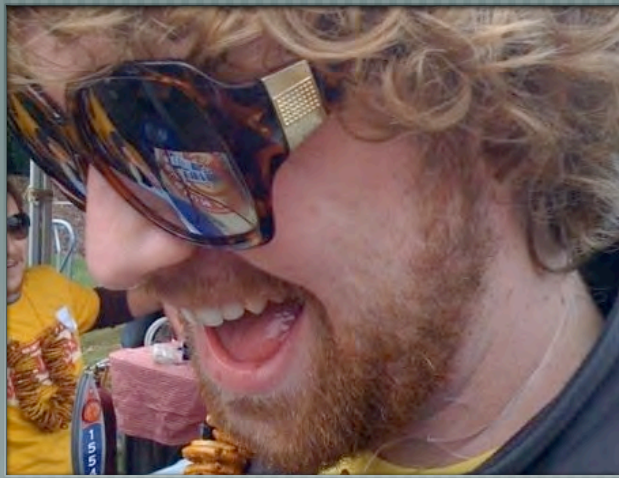
a.k.a. Gen Y

Red Bull - Comedy Central - Colt 45
Walgreen's - Spam - A&E
Honda - MTV Networks - State Farm
Shaun White - Facebook - Lone Star
Spike TV - Pabst - ESPN

Who are they?

Consumers 11-31

80 million strong



This guy

Biggest global concerns

- [Economy
- [Environment
- [Education

Biggest personal concerns

- [Family
- [Inclusion
- [Individuality

“How can we be different?”

— [Wevolution

moving from a culture of “me” to “we” where the collective power of the group drives consumer behavior

— [Peer approval

they grew up being marketed to, don't trust advisors

— [Balanced life

success defined by relationships and life values, not luxury items



Branded stuff, not so much

Emerging trends

- [What's right stress
doing the right thing
- [Human warming
reconnecting with people
- [Groups & clubs
reasons to get together

Where are they shopping?

Top stores

- 1. Urban Outfitters
- 2. American Apparel
- 3. Walmart
- 4. Kohl's
- 5. Forever 21
- 6. Express
- 7. American Eagle

How do they shop?

Their shopping trends

- [They vote with their dollars
when they buy something, they're actually endorsing it
- [They like social shopping
it's an adventure with their friends & family
more than half share product information
- [They're frugal
they want low prices



Really? Shopping with mom?

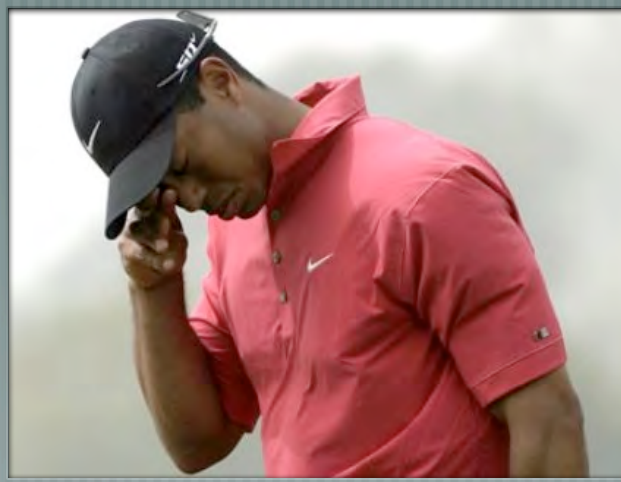
What do they want?

Would you rather buy...

- [Cool experiences: 80%
- [Cool products: 20%

Top brand attributes

- [Quality
- [Affordability
- [Design
- [Originality



Celeb endorse, not so much

Marketing themes

- [Going local
- [Secrets (specials & deals no one else knows about)
- [Stunt work



Authentic relationships with sellers

How do we reach them?

Preferred communications

- [Text: 32%
- [In-Person: 28%
- [Facebook: 22%
- [Cell Call: 11%
- [Email: 6%
- [MySpace: 1%

Top information sources

- [1. Friends
- [2. Internet
- [3. Magazines
- [4. TV
- [5. In-Store



4/5 daily activities involve technology

Their media habits?

Social or “tribal” viewing

- [Email
- [Phone
- [Text
- [Social Nets
- [IM|Chat
- [Blog

Seeking info related to a program

- [Website
- [Search
- [Phone
- [Text
- [IM|Chat
- [Blog
- [Social Nets
- [Email



68% feed online to offline

Top entertainment sources

- [Online viewing vs. TV
- [Internet radio vs. terrestrial radio
- [Magazines vs. newspapers
- [Books & movies...



Mobile is the #1 screen

Tech-eyed view of the world

— [Instant & nonverbal

4x more likely to respond to a text than a voicemail

— [Digidentity

online IDs establish identity & demonstrate social currency

— [Share the world thru social media

always connected so moments can be immediately posted & shared



90% own a personal electronic device



Their favorite brands?

Among trendsetters

Geico

Snickers

Free Credit Report

Skittles

Axe

Nike

Among mainstreamers

— [Geico

— [Apple

— [Axe

— [M&Ms

— [iPod

— [Old Spice



Geico #1

The good news...

...they like advertising

The “ad agreement”

- [It's a good way to learn
- [Pay attention – source for the new & different
- [It's just another form of content – and they crave it
- [If they see good info, they'll confidently share it

The “sphere of sway”

- [Average of 408 contacts
- [80% of those contacts can be instantly messaged
- [Offline media can go viral online
- [They are the buzzmasters



“It keeps my content free.”

The bad news...

...they don't like brands

75% talk brands on Facebook, but...

- [Only 12% are “okay” befriending brands
- [28% think brands should just listen & react
- [50% think brands should not be using social media
- [Most think brands should “go away”

And they're not done...

Emerging trends

- [1. Techy Shopping
[like.com](#), [groupon.com](#)
- [2. Retail Rethinking
events and workshops
- [3. Avoiding Retail
swapping sites like [swoopo.com](#)



25% of all online purchases

What would you give up?



TV or social? 73% TV.



Car or online? 54% online.



Internet or sex? 33% sex.



“We’ve embarked on a pretty massive transformation of the brand, overhauling everything we were doing in programming and marketing as we said goodbye to Generation X and embraced the millennials.”

MTV General Manager Stephen Friedman

How is NHTSA responding?

Media & messaging

- [Past & future media: Millennial-heavy buys
online-only programming
- [New campaigns for Millennials by Millennials
more than just TV: fully integrated social & digital campaigns
- [Message testing
Millennials included in focus groups

Depending on the concept...

- [Secrets: Behind the scenes of the creative
- [Local: Make the shoot an event
- [Tools: Mobile website

Q&A

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